CONTRACT

WNBC
30 Rockefeller Plaza
New York, NY 10112
(212) 664-4444

www.nbcnewyork.com

Contract / Revision	Alt Order #
337056 /	

Product
SENATE 2012

Contract Dates	Estimate #
09/23/12 - 10/01/12	

Advertiser	Original Date / Revision
MENENDEZ FOR SENATE	09/21/12 / 09/24/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash

Station	Account Executive	Sales Office
WNBC	Aaron Zeligson	Philadelphia NS

Special Handling

Demographic
RA1849

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref
42907	16339

And:

MESSAGE AND MEDIA
100 ALBANY STREET
NEW BRUNSWICK, NJ 08901

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WNBC	09/23/12	09/23/12	NFL REGULAR SEASON	815P-1130P		:30			NM	1	$22,000.00
	IP											

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	09/17/12	09/23/12	------S	1	$22,000.00

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 2	WNBC	09/25/12	09/30/12	430-5A SU-TH TINY @ 430A	430A-5A		:30			NM	4	$600.00
	IP											

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	09/24/12	09/30/12	-111--1	4	$150.00

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 3	WNBC	10/01/12	10/01/12	430-5A SU-TH TINY @ 430A	430A-5A		:30			NM	1	$175.00
	IP											

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/01/12	10/07/12	1------	1	$175.00

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 4	WNBC	09/25/12	09/30/12	5-6A TODAY IN NY @ 5A	5A-6A		:30			NM	5	$2,000.00
	IP											

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	09/24/12	09/30/12	-TWTF--	5	$400.00

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 5	WNBC	10/01/12	10/01/12	5-6A TODAY IN NY @ 5A	5A-6A		:30			NM	2	$1,000.00
	IP											

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/01/12	10/07/12	2------	2	$500.00

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 6	WNBC	09/25/12	09/30/12	6-7A TODAY IN NY @ 6A	6A-7A		:30			NM	5	$5,500.00
	IP											

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	09/24/12	09/30/12	-TWTF--	5	$1,100.00

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 7	WNBC	10/01/12	10/01/12	6-7A TODAY IN NY @ 6A	6A-7A		:30			NM	2	$2,400.00
	IP											

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09/23/12 - 10/01/12	SENATE 2012	

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MENENDEZ FOR SENATI	09/21/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Week: Start Date 10/01/12	End Date 10/07/12	Weekdays 2------	Spots/Week 2				Rate $1,200.00			
N 8	WNBC IP	09/25/12	09/30/12	7-9A TODAY SHOW	7A-9A		:30			NM	5	$10,000.00
		Week: Start Date 09/24/12	End Date 09/30/12	Weekdays -TWTF--	Spots/Week 5				Rate $2,000.00			
N 9	WNBC IP	10/01/12	10/01/12	7-9A TODAY SHOW	7A-9A		:30			NM	2	$4,400.00
		Week: Start Date 10/01/12	End Date 10/07/12	Weekdays 2------	Spots/Week 2				Rate $2,200.00			
N 10	WNBC IP	09/25/12	09/30/12	6-7A SAT TINY @ 6A	6A-7A		:30			NM	1	$425.00
		Week: Start Date 09/24/12	End Date 09/30/12	Weekdays -----S-	Spots/Week 1				Rate $425.00			
N 11	WNBC IP	09/25/12	09/30/12	7-9A SAT TODAY	7A-9A		:30			NM	1	$1,100.00
		Week: Start Date 09/24/12	End Date 09/30/12	Weekdays -----S-	Spots/Week 1				Rate $1,100.00			
N 12	WNBC IP	09/25/12	09/30/12	7-8A SAT TINY @ 9A	7-8A		:30			NM	1	$1,200.00
		Week: Start Date 09/24/12	End Date 09/30/12	Weekdays -----S-	Spots/Week 1				Rate $1,200.00			
N 13	WNBC IP	09/25/12	09/30/12	5-530A SUN HISPANICS TD	5-530A		:30			NM	1	$75.00
		Week: Start Date 09/24/12	End Date 09/30/12	Weekdays ------S	Spots/Week 1				Rate $75.00			
N 14	WNBC IP	09/25/12	09/30/12	6-7A SUN TINY @ 6A	6A-7A		:30			NM	1	$425.00
		Week: Start Date 09/24/12	End Date 09/30/12	Weekdays ------S	Spots/Week 1				Rate $425.00			
N 15	WNBC IP	09/25/12	09/30/12	7-830A SUN TINY @7A	7A-830A		:30			NM	1	$600.00
		Week: Start Date 09/24/12	End Date 09/30/12	Weekdays ------S	Spots/Week 1				Rate $600.00			
N 16	WNBC IP	09/25/12	09/30/12	9-10A SUN TODAY 0070	9A-10A		:30			NM	1	$1,325.00
		Week: Start Date 09/24/12	End Date 09/30/12	Weekdays ------S	Spots/Week 1				Rate $1,325.00			
N 17	WNBC IP	09/25/12	09/30/12	10-1030A CHRIS MATTHEW	10A-1030A		:30			NM	1	$5,000.00
		Week: Start Date 09/24/12	End Date 09/30/12	Weekdays ------S	Spots/Week 1				Rate $5,000.00			
N 18	WNBC IP	09/25/12	09/30/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	4	$4,000.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/24/12	09/30/12	-1111--	4	$1,000.00						
N 19	WNBC IP	10/01/12	10/01/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	1	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$1,000.00						
N 20	WNBC IP	09/25/12	09/30/12	4-5P M-F ELLEN	4-5P		:30			NM	4	$3,600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/24/12	09/30/12	-1111--	4	$900.00						
N 21	WNBC IP	10/01/12	10/01/12	4-5P M-F ELLEN	4-5P		:30			NM	1	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$1,000.00						
N 22	WNBC IP	09/25/12	09/30/12	5-6P M-F 5P NEWS	5-6P		:30			NM	4	$2,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/24/12	09/30/12	-1111--	4	$700.00						
N 23	WNBC IP	10/01/12	10/01/12	5-6P M-F 5P NEWS	5-6P		:30			NM	1	$750.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$750.00						
N 24	WNBC IP	09/25/12	10/01/12	6-630P M-SU NEWS @ 6P	6P-630P		:30			NM	7	$7,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/24/12	09/30/12	-1121-1	6	$1,000.00						
Week:		10/01/12	10/07/12	1------	1	$1,000.00						
N 25	WNBC IP	09/25/12	09/30/12	630P NBC NIGHTLY NEWS	630P-7P		:30			NM	2	$6,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/24/12	09/30/12	-TWTF--	2	$3,000.00						
N 26	WNBC IP	09/25/12	09/30/12	11-1135P M-SU L NEWS 20(	11P-1135P		:30			NM	4	$15,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/24/12	09/30/12	-TWTFS-	4	$3,750.00						
N 27	WNBC IP	10/01/12	10/01/12	11-1135P M-SU L NEWS 20(	11P-1135P		:30			NM	1	$4,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$4,000.00						
N 28	WNBC IP	09/25/12	09/30/12	1135P-1235A M-F TNGT SH'	1135P-1235A		:30			NM	4	$4,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/24/12	09/30/12	-1111--	4	$1,000.00						

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N 29	WNBC IP	10/01/12	10/01/12	1135P-1235A M-F TNGT SH	1135P-1235A		:30			NM	1	$1,400.00
N 30	WNBC IP	09/25/12	09/30/12	1230A-1A LX 1ST LOOK NFL	1230A-1A		:30			NM	1	$500.00
N 31	WNBC IP	09/25/12	09/30/12	1A-2A SU EXTRA NFL	1A-2A		:30			NM	1	$400.00
N 32	WNBC IP	09/25/12	09/30/12	TH10-11P ROCK CENTER	10-11P		:30			NM	1	$7,000.00
N 33	WNBC IP	09/25/12	09/30/12	4-430A SU-TH EARLY TODA	4A-430A		:30			NM	1	$100.00
										Totals	73	$116,775.00

Weekly detail:

Line		Start Date	End Date	Weekdays	Spots/Week	Rate
29	Week:	10/01/12	10/07/12	1------	1	$1,400.00
30	Week:	09/24/12	09/30/12	------S	1	$500.00
31	Week:	09/24/12	09/30/12	------S	1	$400.00
32	Week:	09/24/12	09/30/12	---T---	1	$7,000.00
33	Week:	09/24/12	09/30/12	-TWT--S	1	$100.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	60	$99,650.00	$84,702.50
10/01/12 -10/01/12	13	$17,125.00	$14,556.25
Totals	73	$116,775.00	$99,258.75

Signature: ______________________ **Date:** ______________

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